

ORDER



Orders
Order / Rev: 704247
Alt Order #: 06261657
Product Desc: OBAMA SCHED C
Estimate: 1549
Flight Dates: 08/04/12 - 08/17/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: K Keuleman
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/05/12	5	\$12,420.00	\$10,557.00
08/06/12	08/12/12	32	\$53,440.00	\$45,424.00
08/13/12	08/19/12	31	\$44,720.00	\$38,012.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	68	\$110,580.00	\$93,993.00	0.00
Totals	68	\$110,580.00	\$93,993.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTSP-TV	23%	\$110,580.00
Market	100%	\$480,782.61

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	22%	\$105,772.17
WFTS	19%	\$91,348.70
WMOR	1%	\$4,807.83
WTOG	0%	\$0.00
WTTA	1%	\$4,807.83
WTVT	32%	\$153,850.43
WVEA	0%	\$0.00
WWSB	2%	\$9,615.65
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/10/12	08/17/12	Bucs Primetime Game	CM	730-1030p	----F--	:30	2	\$4,000.00	P-4	0.00	NM	4	\$16,000.00
CSI: NY EFF: 3/30/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	----F--			2			\$4,000.00		0.00			
Week: 08/13/12		08/13/12	08/19/12	----F--			2			\$4,000.00		0.00			

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTSP	08/06/12	08/17/12	LN (M-F) LN (M-F) COMMENTS APPLY TO SUB LINES A THRU B 10 NEWS-11PM	CM	M-F 11-1135p MTWTF--	:30	1	\$2,000.00	P-3	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				1	\$2,000.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				2	\$2,000.00		0.00			
E 3	WTSP	08/06/12	08/17/12	Price Is Right Price Is Right THE PRICE IS RIGHT	CM	11a-12p MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				2	\$1,200.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				2	\$1,200.00		0.00			
E 4	WTSP	08/06/12	08/17/12	M-F CBS Soaps Young & Restless/Bold & Beaut	CM	M-F 1230-2p MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				5	\$1,200.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				5	\$1,200.00		0.00			
E 5	WTSP	08/06/12	08/17/12	M-F 12-1230p 10 News @ Noon COMMENTS APPLY TO SUB LINES A THRU B 10 NEWS-NOON	CM	12-1230p MTWTF--	:30	1	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				1	\$1,100.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				2	\$1,100.00		0.00			
E 6	WTSP	08/06/12	08/17/12	M-F 4-5p Dr. Phil	CM	4-5p MTWTF--	:30	5	\$800.00	P-2	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				5	\$800.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				5	\$800.00		0.00			
E 7	WTSP	08/06/12	08/17/12	M-F 5-530p 5-530p 10 News 10 NEWS-5PM NEWS	CM	5-530p MTWTF--	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				1	\$800.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$800.00		0.00			
E 8	WTSP	08/06/12	08/17/12	M-F 6-7a 6-7a 10 News 10 NEWS-6AM	CM	6-7a MTWTF-- (6:00 AM-6:30 AM)	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				1	\$400.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$400.00		0.00			
E 9	WTSP	08/13/12	08/17/12	7-730p Inside Edition INSIDE EDITION	CM	7-730p MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MTWTF--				1	\$1,200.00		0.00			
E 10	WTSP	08/06/12	08/17/12	CBS This Morning CBS This Morning CBS THIS MORNING	CM	7-9a MTWTF-- (7:00 AM-8:00 AM)	:30	3	\$400.00	P-2	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				3	\$400.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				3	\$400.00		0.00			
E 11	WTSP	08/06/12	08/17/12	730-8p Millionaire MILLIONAIRE	CM	730-8p MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--				2	\$1,200.00		0.00			
		Week: 08/13/12	08/19/12	MTWTF--				2	\$1,200.00		0.00			
E 12	WTSP	08/06/12	08/17/12		CM	930-10a M-W-F--	:30	4	\$280.00	P-2	0.00	NM	8	\$2,240.00

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 930-10a										
				Millionaire M, W, F/Paid T, Th										
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	08/06/12	08/12/12		M- W- F- -		4			\$280.00		0.00			
Week:	08/13/12	08/19/12		M- W- F- -		4			\$280.00		0.00			
E 13	WTSP	08/04/12	08/04/12	Sat 7-730p	CM	7-730p								
				Inside Edition									1	\$700.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	07/30/12	08/05/12		- - - - - S-		1			\$700.00		0.00			
E 14	WTSP	08/04/12	08/11/12	Sat 8-10a	CM	Sat 8-10a								
				CBS This Morning Saturday									2	\$640.00
CBS THIS MORNING - SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	07/30/12	08/05/12		- - - - - S-		1			\$320.00		0.00			
Week:	08/06/12	08/12/12		- - - - - S-		1			\$320.00		0.00			
E 15	WTSP	08/12/12	08/12/12	LN (Su)	CM	Su 11-1135p								
				Late News (Su)									1	\$2,000.00
10 NEWS-11P SU														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	08/06/12	08/12/12		- - - - - S		1			\$2,000.00		0.00			
E 16	WTSP	08/05/12	08/05/12	Sun 630-7p	CM	Sun 630-7p								
				Sun 630-7p 10 News									2	\$1,400.00
10 NEWS-SU														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	07/30/12	08/05/12		- - - - - S		2			\$700.00		0.00			
E 17	WTSP	08/05/12	08/12/12	Sun Prime C	CM	Sun 9-10p								
				Sun Prime C									2	\$20,000.00
THE GOOD WIFEEFF. 9/25/11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	07/30/12	08/05/12		- - - - - S		1			\$10,000.00		0.00			
Week:	08/06/12	08/12/12		- - - - - S		1			\$10,000.00		0.00			
E 18	WTSP	08/09/12	08/16/12	Thu Prime C	CM	Thu 10-11p								
				Person of Interest									2	\$22,000.00
THE MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	08/06/12	08/12/12		- - - T - - -		1			\$11,000.00		0.00			
Week:	08/13/12	08/19/12		- - - T - - -		1			\$11,000.00		0.00			
N 19	WTSP	08/11/12	08/11/12	Sat 7-730p	CM	Sa 7-730p								
				Sat 7-730p 10 News									1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	08/06/12	08/12/12		- - - - - S-		1			\$700.00		0.00			
												Totals	68	\$110,580.00